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U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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**TRANSMITTAL  
FORM**

(to be used for all correspondence after initial filing)

<b>TRANSMITTAL FORM</b>  (to be used for all correspondence after initial filing)		Application Number	10/604,802
		Filing Date	August 18, 2003
		First Named Inventor	Paul L. Flum
		Art Unit	3726
Examiner Name		Agrawal, Christopher K	
Total Number of Pages in This Submission	18	Attorney Docket Number	716139.180

**ENCLOSURES (check all that apply)**

<input type="checkbox"/> Fee Transmittal Form	<input type="checkbox"/> Drawing(s)	<input type="checkbox"/> After Allowance Communication TC
<input type="checkbox"/> Fee Attached	<input type="checkbox"/> Licensing-related Papers	<input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences
<input checked="" type="checkbox"/> Amendment / Reply	<input type="checkbox"/> Petition	<input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief)
<input type="checkbox"/> After Final	<input type="checkbox"/> Petition to Convert to a Provisional Application	<input type="checkbox"/> Proprietary Information
<input type="checkbox"/> Affidavits/declaration(s)	<input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address	<input type="checkbox"/> Status Letter
<input type="checkbox"/> Extension of Time Request	<input type="checkbox"/> Terminal Disclaimer	<input checked="" type="checkbox"/> Other Enclosure(s) (please identify below); return postcard
<input type="checkbox"/> Express Abandonment Request	<input type="checkbox"/> Request for Refund	
<input type="checkbox"/> Information Disclosure Statement	<input type="checkbox"/> CD, Number of CD(s) _____	
<input type="checkbox"/> Certified Copy of Priority Document(s)	<input type="checkbox"/> Landscape Table on CD	
<input type="checkbox"/> Response to Missing Parts/ Incomplete Application	Remarks:	
<input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53		

**SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT**

Firm Name	Blackwell Sanders Peper Martin, LLP		
Signature			
Printed Name	Samuel Digirolamo		
Date	26 Oct 05	Reg. No.	29,915

**CERTIFICATE OF TRANSMISSION/MAILING**

I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as Express Mail in an envelope addressed to: Mail Stop Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below. Express Mail Label No.: EV554056704US			
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Typed or printed name	Jennifer Wheatley	Date	26 Oct. 05

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PATENT  
716139.180

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application of: Paul L. Flum	:	Examiner: Agrawal, Christopher K
	:	
Serial No.: 10/604,802	:	Group Art Unit: 3726
	:	
Filed: August 18, 2003	:	Attorney Docket No.: 716139.180
	:	
For: METHOD AND APPARATUS FOR CHANGING THE APPEARANCE OF A PRODUCT DISPLAY UNIT	:	Customer No.: 027128
	:	
	:	Confirmation No.: 1801
Last Office Action: September 12, 2005	:	

**AMENDMENT A**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In response to the Office Action mailed September 12, 2005, please amend the above-identified application in accordance with the amendments and remarks as set forth herein.

**Amendments to the Claims** are reflected in the listing of claims which begin on page 2 of this document.

**Remarks/Arguments** begin on page 6 of this document.